

# Deconstructing what we see critical thinking

[Sociology](#), [Poverty](#)



It is very interesting and useful to deconstruct what we see around us, because it helps to develop our imagination, insight and allows us to understand why a specific feeling is formed about this or other things that we see. Every person perceives this world in some specific way, but still there are certain general peculiarities that can be distinguished - general associations and thoughts that we have when considering some building or other things around us. It is extremely important for business owners to be aware of such peculiarities to form certain feelings considering their products and offices (Rose, 2001). Banks are such institutions that have to cause people feel secure and safe so as they could entrust the bank with their money. In this paper example of two banks will be shown and the emotions they cause to appear.

I like the example of Lloyds Bank building in Woverhampton (see Figure 1) very much. To my mind, it is very successful architectural realization of ideas that help people form exactly the kind of impression that is necessary. When you look at such building, you at once think of its stability, security (Smith, 2005). It is also elegant, strict and at the same time very pleasant. Such an impression is reached due to neat and tidy windows, properly organized elements. It seems as if everything is exactly as it should be. It is definitely the place where my money will be safe - that would be my thoughts when I come to such building. The way the windows are organized in the building as if tells me that the bank has nothing to hide - almost all the space in the building is covered with nice windows. On the whole, I have the most pleasant impression from this building.

## **Figure 2. Branch of Northern Rock.**

The second example that I will consider is a branch of Northern Rock (see Figure 2). It is absolutely different from the first example, and this difference is not in favor of this building. Although we cannot see the whole building in this figure, but we can suppose that it is a branch in some standard house. But what I can say exactly is that I just cannot trust this bank when I see such a picture. It is untidy, awkward, cheap and absolutely not interesting. It looks like some failed high tack style, but the realization of idea is very poor (Leeuwen, 2005). It doesn't look modern and stable – instead, like something temporary that is easy to move to some other place or close at any moment. In this case glass of the windows plays a poor joke with the bank – it doesn't look like open and hospitable – just untidy. I wouldn't trust this bank and wouldn't recommend it to my friends.

## **Bibliography**

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